

# STP STRATEGY DIFFERENCE

DOVE  
VS  
CINTHOL

SUDHAKAR PANDEY

# INTRODUCTION

## **DOVE**

- PARENT COMPANY- HUL (UNILEVER)
- CATEGORY- PERSONAL HEALTHCARE  
-SOAP
- USP- DEEP MOISTURIZING SKIN  
CARE SOAP

## **CINTHOL**

- PARENT COMPANY GODREJ  
CONSUMER PRODUCTS
- CATEGORY- PERSONAL HEALTHCARE  
-SOAP
- USP- DEODORANT SOAP,  
FRESHNESS, 99.9% GERM KILL.

# SEGMENTATION BY THE TWO BRANDS

## DOVE

- **Demographic**- dove focuses on women of all age group above 18 years.
- Women who use beauty products and are well aware about beauty care for their skin.
- **Psychographic**- dove aims to segment on basis of psychology that 'Beauty' incorporates all ages, body shapes and sizes.

## CINTHOL

- **Demographic**- Cinthol now tries to be relevant with the youth by focusing on Germ protect deodorant freshness appeal.
- Age group across 18-40 years
- **Psychographic**- Godrej cinthol tries to lure the psychology of **youthful, confidence adventurous and machoism.**

# SEGMENTATION

## DOVE



## CINTHOL



# TARGETING

## DOVE

- targets women of all ages .
- highly focused on working women as they have less time to take care of their skin and hence promotes its usp of (soap and moisturizer)
- targets high income group and upper middle class

## CINTHOL

- targets youth as a premium youth brand.
- to target the youth it has revamped its image from a mass market soap starting initially as it was know to new ; alive is awesome' tagline.

# POSITIONING

## THE POSITIONING CHRONOLOGY OF TWO BRAND

### DOVE

- The DOVE story started in 1955, initially as positioning dove as the niche skin care product and later in 70s publicizing dermatologist tests findings stating dove cured skin dryness and irritation.
- Now dove positions itself as the brand for women of all ages looking for skin care and moisturizing soap.

### CINTHOL

- Cinthol was launched in the year 1952.
- Over the first three decades of its existence, the brand positioned itself as a masculine soap with usp of protection from body odor.
- Godrej consumer products has revamped cinthol. from the 60-year old mass-market soap to now positioning as a premium, youth brand without its traditional masculine image

# POSITIONING THE POSITIONING CHRONOLOGY OF TWO BRAND

## DOVE

Soap dries your skin, but  
DOVE creams your skin  
while you wash



New bath and toilet bar is one-quarter cleansing cream

Start with your skin. But even a completely dry skin, even actually creamy your skin while you wash. One-quarter of every bar of Dove is rich cleansing cream. That's why never makes your skin feel as dry and smooth—with some of the dry feeling you get from using soap. You can feel the rich cleansing cream in your skin. You can actually smell its creamy fragrance, even before it's rinsed away. Even in the hardest water. And it's known as half-dry soap, sure, but it's different, too.

DOVE

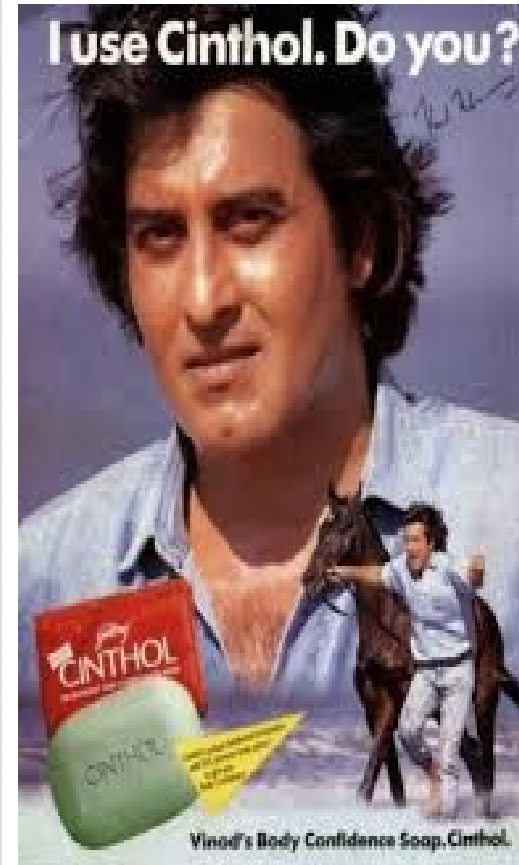


This advertisement will appear in the following News Supplements on June 26, 1968: Newark Star Ledger, Bridgeport Post, Hartford Courant, St. Louis Post Dispatch.

None of these women are hair models. After all, neither are you.

Dove believes all women have beautiful hair when it's deeply cared for. No matter what length, style, cut, color or texture, you can discover the beauty in your own hair with the deep care in Dove Shampoos and Conditioners. Learn more at [www.campaignforrealbeauty.com](http://www.campaignforrealbeauty.com)

## Cinthol



# POSITIONING

## DOVE

- DOVE POSITIONING STATEMENT

BEAUTY. Its not elitist Its about every woman  
(**point of differentiation**) (**market**)  
and the beauty that is in each of us  
(**frame of reference**)  
that's what DOVE is all about and that's why  
(**Brand**)  
more women trust their skin to Dove.  
(**point of differentiation**)

## CINTHOL

- The POSITIONING in the health-soap category is largely restricted to protection from germs. CINTHOL has gone beyond touching upon this functional need of the product and addressed the attitude with which people fight the on-going battle of dirt, crowd and germs.”
- (**TARGETING YOUTH PSYCHOLOGY TO REBEL AND FIGHT**)  
Unfazed by the dust and grime (**frame of reference**)  
thanks to Cinthol (**Brand**)  
Confidence+. (**POINT OF DIFFERENCE**)



# DIFFERENCE IN MARKETING STRATEGY

## DOVE

- DOVE HAS ADOPTED DIFFERENTIAL MARKETING CAMPAIGNS ACROSS MEDIA TO STAND OUT FROM ITS COMPETITORS LIKE P&G'S OLAY, ITC VIVEL, BY SE MARKETING APPROACH THROUGH ITS SOCIAL MISSION INITIATIVES TO ILLUSTRATE THAT DOVE IS COMMITTED AND BELIEVES IN WHAT IT PORTRAYS TO BE ENDORSING. THE 'DOVE SELF ESTEEM PROJECT'.
- DOVE Establishes a base of customers that are brand loyal and are more likely to pay premium for a brand that is committed to creating

## CINTHOL

- CINTHOL HAS NOW SHIFTED TO TARGET YOUTH AND POSITIONED AS PREMIUM YOUTH BRAND IN PERSONAL CARE SOAP SEGMENTS.
- GODREJ FOCUSES MORE ON TRADE PROMOTIONS TO PROMOTE THE SALE.

# dove

- DOVE has utilized digital media in a targetted way. may it be twitter campaigns, or other social media campaigns to reach the target audience



The power is in our hands to make social media  
a more positive place

Dove and Twitter: A partnership for social change

5<sup>+</sup> million

negative beauty tweets  
were sent by women  
in 2014



4 out of every 5  
negative beauty tweets are  
from women talking about  
themselves

 **Your positive tweet can start a trend**  
Tweet one thing you love about yourself or a friend using #SpeakBeautiful

# cinthol

- Cinthol TV ADS APPEAL THE EMOTIONS OF ADVENTURE, AND FRESHNESS AND BEING ALIVE, BEING AWESOME. Digital campaigns on social media have paid well to brand's ne



# Conclusion

- Dove has created a loyal customer base with its long and focused approach to its target segment- Women of all ages and ethnicity color race. And thus, achieved high perceived value in customer's psyche, allows dove to keep its pricing premium than competition.
- Cinthol has repositioned many times in the product life cycle to keep the brand relevant to the target audience they cater. It has achieved 3% market share in soap category. But changes in the positioning makes it somewhat difficult to find a loyal customer base.